Vendor debuts lower-priced halogen flashlights

Editor's note: With this issue, Drug Store News *introduces a new column written by associate editor Jim Ricchiuti covering all general merchandise categories. Ricchiuti would appreciate any suggestions for material to be covered in his column,* Sundry Thoughts.

The era of high-tech flashlights is upon us. So say flashlight manufacturers, who in the past year have turned out a number of trendy, new products that promise to add some zip to this staple drug store category.

The latest entry is from Union Carbide's Eveready division. Fresh from the successful introduction of two halogen lanterns last year, Eveready has now extended the line to include three new halogen flashlights.

Although consumer acceptance to the halogen lanterns was strong, many drug chains were reluctant to take the line on last year because of the high price points. However, company officials believe drug retailers will be receptive to the new halogen flashlight line.

Garvin Van Doren, product manager at Eveready, said the halogen flashlights will carry suggested retail prices starting at $9.59, depending on the sku. The low-end halogen will be promoted at between $4.99 and $5.99, which includes two alkaline batteries. And with the $1 mail-in coupon with proof of purchase, Van Doren believes any consumer price sensitivity will be allayed.

Duracell also has been actively pursuing the premium light market. Introduced in March 1983, the company's Durabeam line is currently being carried by a number of chains including the Long Island, N.Y.-based Genovese Drug Stores and Standard Drug in Alexandria, Va.

According to Tom Rosenthal, vp of marketing at Standard, the Durabeam lights have sold "surprisingly well." Rosenthal, who also said he would be cherry picking from the new Eveready line, thinks consumers are willing to pay a little more for a premium flashlight.

However, Bob Barry, vp of marketing at the Van Nuys, Calif.-based Drug King, said that although many of the new flashlights are "gorgeous looking," he said the price points may still be a little to high for drug stores. "But we may take on some of the lower price items and put them in for Christmas," Barry added.

Jim Ricchiuti

SUNDRY THOUGHTS

Buyers have also been taking a long hard look at the Workhorse, the new sleek-looking flashlight from Rayovac. Rayovac, based in Madison, Wis., has mounted an aggressive campaign to revitalize its product line following a change in ownership.

Introduced earlier this spring, the Workhorse has been given high marks both for its innovative design and packaging. A spokesman at Genovese Drug Store, which took on two sku's as a test, said that the 18-piece prepack displays "have done pretty well."

Will the new premium flashlights be as significant a factor in the $300 million lighting product market as manufacturers contend? The jury is still out. Buyers remain divided over manufacturers' claims that sales of premium-priced flashlights will grow by more than 25% during the next few years. Many drug retailers are waiting to see how the high-tech lights do at Christmas before they commit themselves to the lines on a permanent basis.

* * *

Look for a new engine lubricant designed to restore lost compression to aging automobile engines. Dubbed Restore (appropriately enough), the new product was test marketed in a number of southern Florida retail outlets, including several Walgreen and Eckerd drug stores. Pic N Save, headquartered in Jacksonville, Fla., also had the product on the shelves in a number of its stores.

Test results appear to have been favorable because Restore is currently being rolled out nationally. The key ingredients to the oil-based product are minute particles of combined copper, silver and lead that fill scratches and grooves in engine cylinders. Restore comes in three sku's—for cars with four, six and eight cylinders.

A national advertising campaign is scheduled to break this fall. The print portion of the campaign will include such books as *Car and Driver, Road and Track* and *Popular Mechanics*. A spot television campaign also is in the works.

Among the drug chains that may take the product on a chainwide basis in January are Eckerd, Revco and Walgreens. Skaggs Drug Centers and Skaggs Alpha Beta combos have already committed to carry Restore.

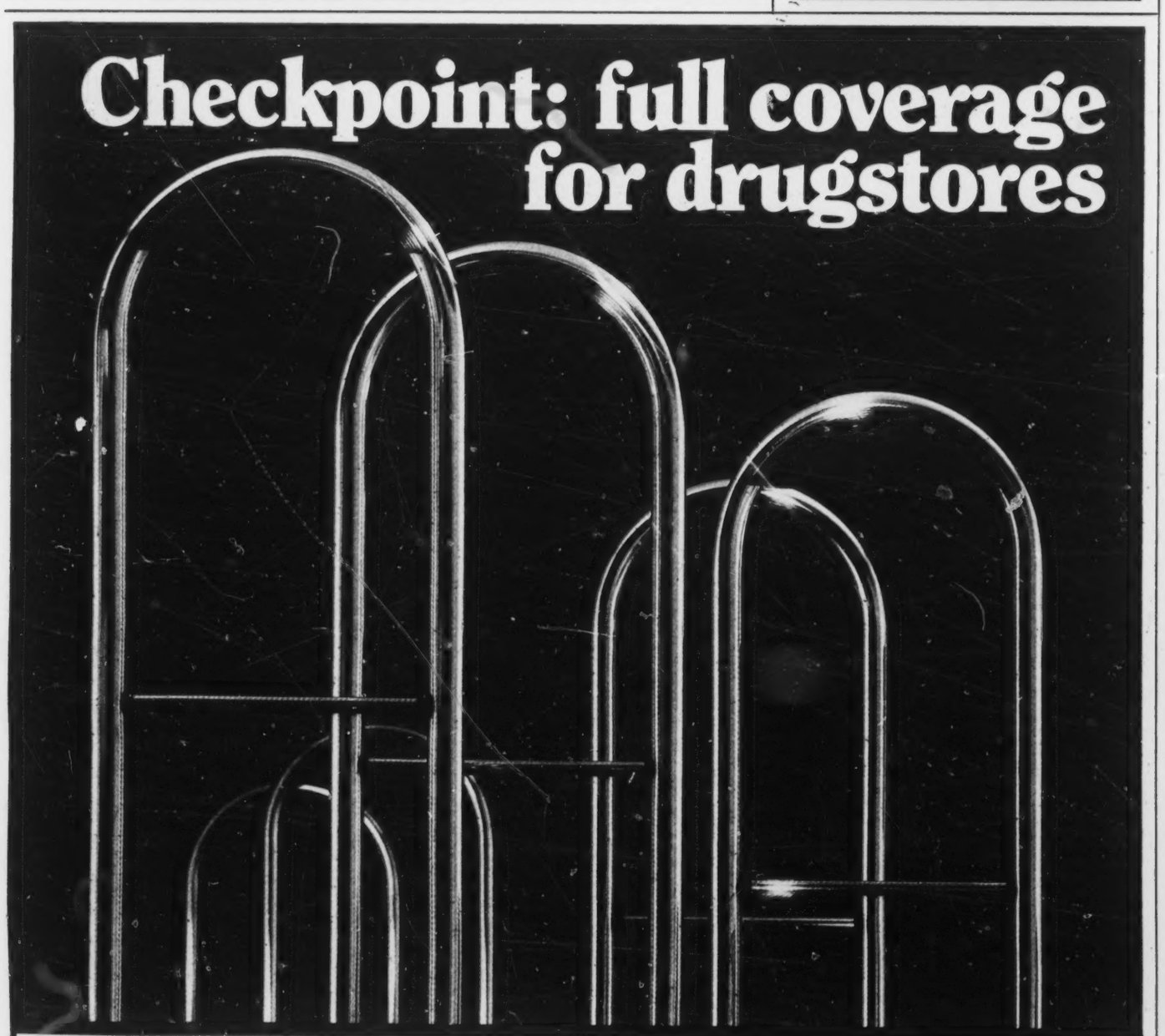
* * *

Everybody's waiting to see how Kimberly-Clark's new germ-killing tissue is going to do in test market. Known as Avert, the new tissue kills cold and flu germs. The tissue is treated with citric acid, malic acid and sodium lauryl sulfate, which the company says are highly effective against most viruses.

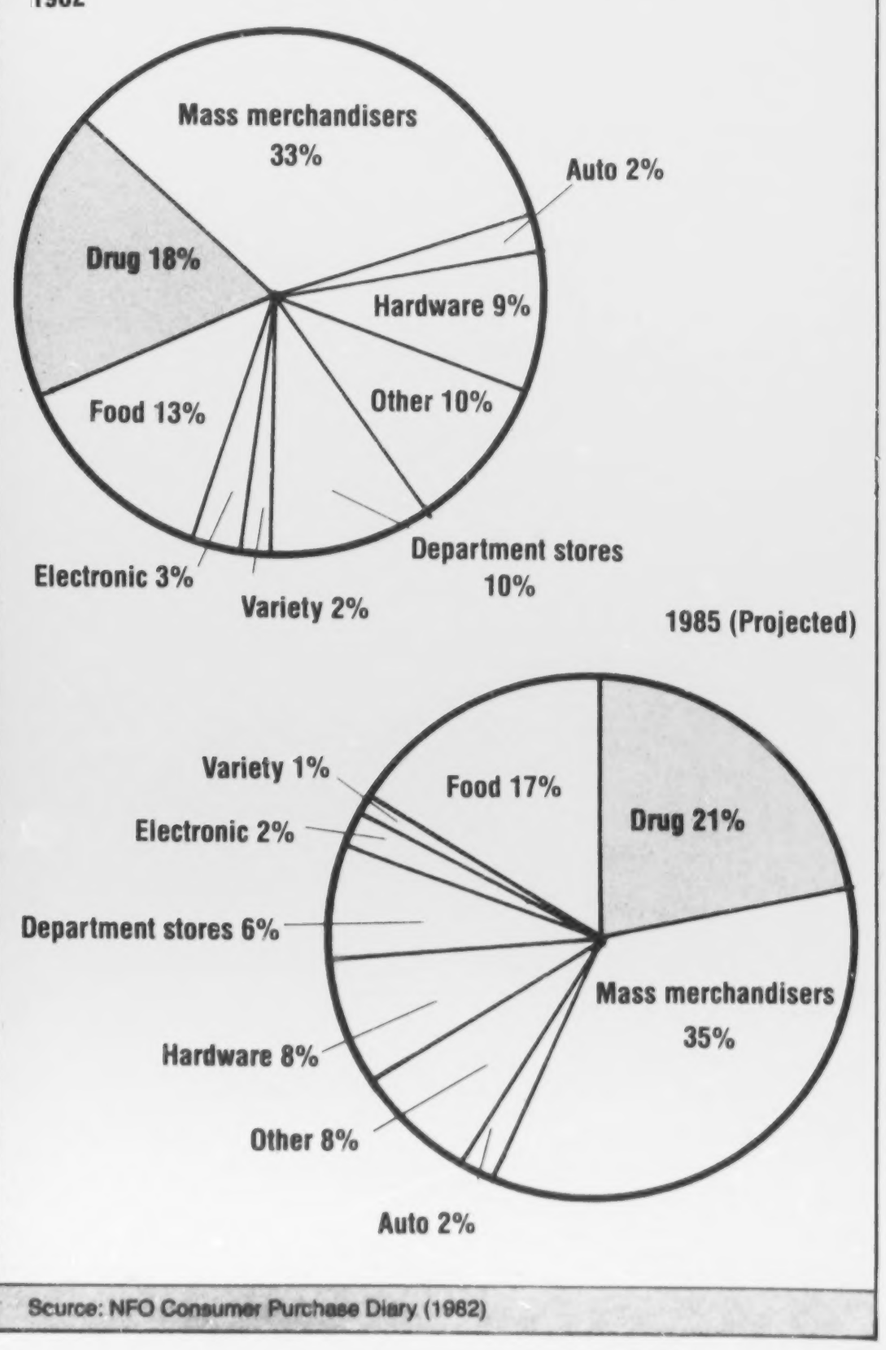
Avert will be tested in a number of drug chains in Rochester, Buffalo and Albany, N.Y. Among the chains that have signed on to the product are Fay's, Carls, Rite Aid and CVS.

Suggested retail price for the three-ply box of 60 tissues will be $1.39 in Buffalo and Rochester. In Albany, the tissues will sell for $1.09.

Kimberly-Clark will support Avert with an extensive multimedia advertising campaign that will include television, print and direct-mail couponing.



Flashlight sales by retail outlet



Scurce: NFO Consumer Purchase Diary (1982)

MERCHANDISER

Auto part ads revised as user profile changes—p. 9

PHARMACY

Special Report: 1984 Store Detailing Study—p. 19

00234470 DR
MS JEANNE LONG
CONGRESSIVE INFO SRVCS IN EQ
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

DRUG STORE NEWS®

Vol. 6/No. 22 | Serving the Retail Drug Store Industry for 55 years | Published by Lebhar-Friedman Inc. | October 15, 1984

Eckerd earnings rebound as sales top $2.6 billion

By Bruce Buckley

CLEARWATER, Fla. — With its drug store company leading the way, Jack Eckerd Corp. returned to strong earnings growth in fiscal '84 after two years of depressed results.

The corporation reported that net profits for the year ended July 28 increased 19% to $85.4 million as sales rose 13% to $2.62 billion. As a result, the company's net-to-sales ratio moved up to 3.3% after bottoming out in 1983 at 3.1%.

"This has been a year of significant improvement for Jack Eckerd Corp.," said Stewart Turley, chairman and president. "In the new 1985 fiscal year we anticipate additional progress in our operating companies' performance as we continue to sharpen the merchandising and operating programs in our markets."

Among the operating companies, the biggest percentage gain was turned in by the drug company, which contributed 86% of corporate sales. Eckerd Drug's operating profit surged 23.5% to $168.8 million, but that performance was coming off a year in which heavy promotional activity to meet sales goals cut into gross margins and kept earnings flat.

The drug company's results helped to offset an operating loss at American Home Video and an earnings decline at JByrons junior department stores.

Analysts attributed Eckerd Drug's potent performance mainly to a management change which led to improved operating and merchandising strategies.

"I think the change helped, but obviously they were going up against a weak year," said Bob Roth, an analyst at Merrill Lynch. "But part of it has to be attributed to [Harry] Lambert. He did a great job in turning around JByron's. He's got a good reputation in the industry both in merchandising and operations."

Susan Schmierer of L. F. Rothschild said that after Harry Lambert was brought in to head up the drug company in the summer of 1983, "you could feel the change in internal momentum."

"The management change was a reinforcement of the direction the company should have been moving in all along," she said. "They became more price-conscious, they got more inventory in the stores, and in general they perked up everything in the drug stores."

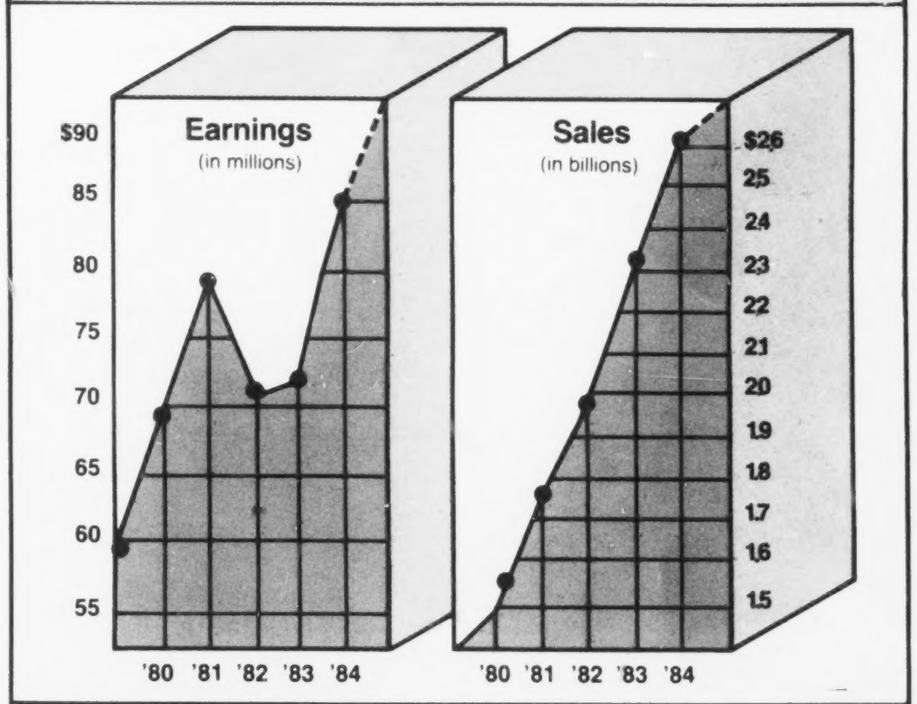
The analyst agreed that the change during the year to centralizing buying from a regional approach was one of the moves that had, and will continue to have, a positive impact on the chain's bottom line.

"The buying is better," she said. "It's more coordinated and less costly. It's one of the things they should have done all along. They finally got around to it."

Industry sources agree that

Continued on page 33

Eckerd financial picture improves



Source: Company reports

Sav-On opens smaller California combo

Sav-On has turned the usual drug-to-food ratio on its head in its new down-sized Atwater, Calif., combo. Instead of 60-40 food to drug, Atwater is 55% drug, 45% food. There are other departures as well, including the layout of the upscale cosmetics department shown above. For the full story, see page 3.

Pa. installations complete

Rite Aid readies POS scanners

SHIREMANSTOWN, Pa. — Rite Aid launched its plan to install point-of-sale scanning systems chainwide.

The chain has installed a few dozen of the 400 LS-7000 hand-held laser scanners, purchased from Symbol Technologies, in stores in the Philadelphia and Harrisburg, Pa., areas. Because installation of scanning is tied to training (it takes at least a week to train store personnel), roll out will depend upon training capacities. Rite Aid hopes to have the system chainwide by 1988.

According to Martin Binder, Rite Aid's vp Management Informations Services, the cost of equipping stores for scanning is "spiraling" downward and is now under $20,000 per store. He said Rite Aid selected hand-held devices because of the efficiencies this system offers drug stores.

"We are totally committed to hand-held scanning as the primary scanning vehicle for POS applications," Binder said. "We plan to install some 7,000 hand-held laser scanners in 1,500 to 2,000 stores by 1988."

He added Rite Aid research showed that Symbol's gun has the highest successful read rate of universal product codes.

Hand-held laser scanners have some advantages over slot scanners in smaller drug stores because such stores generally process fewer items per transaction, according to Jerry Gulley, vp sales and marketing for Symbol. Therefore, the primary goal of scanning becomes to gain movement information rather than increase checkout productivity.

Also, hand-held laser scanners are more cost-efficient for drug stores because they do not require expensive conveyor belts to move items past the slot scanning devices. And finally, the new hand-held devices are more accurate than previous readers.

As Rite Aid installs scanners, the chain will start eliminating individual pricing on items.

Continued on page 33

Dworkin bullish on Revco but analysts debate future

TWINSBURG, Ohio — With Revco's dissident shareholders conspicuous by their absence, chairman Sidney Dworkin dominated last month's annual meeting, outlining Revco's accomplishments in fiscal '84 and bright expectations for 1985.

Despite a 7% decline in earnings and a sales softening for the quarter just ended, Dworkin easily garnered the support of Revco shareholders, who voted overwhelmingly to allow the drug chain to exercise its right of first refusal on any shares sold by Marden and Perlmutter. The two Odd Lot dissidents have nearly a 12% stake in Revco, worth approximately $113 million.

But despite Dworkin's impressive performance before an overflowing audience of supportive shareholders, analysts say the dispute between Revco and its Odd Lot subsidiary is far from over. Moreover, Bernard Marden and Isaac Perlmutter's absence from the annual meeting is being viewed by the financial community only as a sign that they realized they would be unable to change the course of the meeting. Both parties may have become so disenchanted with each other that they still may seek to break up the marriage.

Analysts say that there is still a strong possibility that a third party will approach Marden & Perlmutter with an offer Revco would not try to block or that a third party might approach Dworkin with an offer he would consider despite his assertions that the company is "not for sale."

Some analysts have also suggested that to end the "stressful situation" Dworkin might consider selling Odd Lot back to Marden and Perlmutter. Other analysts, however, ask "Why should he? He has the profits."

The other possibility is that the situation will continue with the drama under wraps, with both parties managing their respective operational areas for the good of the company.

Any company that might

Continued on page 34

* * *

Revco sales, earnings soft; upturn seen

TWINSBURG, Ohio — Revco's sales and earnings softened for the company's first quarter, but company officials and some industry analysts say they believe the drug chain will rebound during its second and third quarters.

First-quarter net income dropped 7% to $15.3 million from $16.4 million for last year's first quarter. Sales for the period ended Aug. 25 increased 12.6% to $510.6 million.

Retail drug store sales were up 12% to $458.7 million, but same-store sales were only up 7.4% compared to 11.6% last year. Sales at Revco's Odd Lot stores increased 34% to $23.1 million.

The company blamed the earnings decline on high interest costs and expenses stemming from an expensive store remodeling program. Management also claimed that the first-

Continued on page 34

Third-class issue divides chain drug industry

WASHINGTON — Top chain drug industry leaders are sharply divided over proposals to restrict sales of potent new over-the-counter drugs to pharmacies—a course supported by independent druggists but bitterly opposed by OTC manufacturers and major nondrug retail groups.

The National Association of Chain Drug Stores, an organization which has remained neutral during previous campaigns by pharmacy leaders to establish a so-called "third-class" of drugs, has not yet adopted a formal position on current proposals to set distribution restraints on ibuprofen and other drugs shifted from Rx to OTC status by the Food and Drug Administration.

But according to NACDS officials there is substantial sentiment among the association's board of directors to endorse a "pharmacist-only" sales requirement for these products. Although there is "no consensus" among chain execs on this issue, there is a "distinct possibility" that NACDS may soon go on record in favor of a third class of drugs, a spokesman for the association told *Drug Store News*.

"Our board appears to be split down the middle," and "if a vote were taken today the decision could go either way," he said.

Although smaller drug chains have traditionally been more receptive to proposals limiting distribution of certain nonprescription drugs to pharmacies, officials of at least one national drug chain are now leaning in that direction as well.

"We see valid arguments for placing some type of distribution restrictions on the growing number of drugs which are being switched" from Rx to OTC status, Jack Eckerd public affairs vp Michael Zagorac told *DrSN*.

Significantly, Zagorac drew a sharp distinction between the current flurry of restrictive OTC distribution proposals and earlier campaigns to create an open-ended "third class" of drugs requiring the supervision of a pharmacist.

But OTC drug manufacturers opposed to such marketplace limitations are drawing no such distinctions.

While the drive for a third class of drugs has gained "new impetus in recent years by the Rx-to-OTC movement" at F.D.A., the latest proposals are simply another wrinkle in a century-old campaign by pharmacists to create a "druggists monopoly" over certain nonpre-

Continued on page 34

—News in brief—

Abe Plough dead at 92

MEMPHIS — Abe Plough, the retired founder of Plough Inc. and a generous philanthropist, died in mid-September at Baptist Hospital Medical Center here.

He was 92 years of age.

In the early years of this century, Plough began his career as a soda clerk in a drug store. Over the years he was instrumental in establishing the Plough Pharmaceutical Co., which was merged with Schering Corp. to form Schering-Plough Co., one of the world's largest pharmaceutical firms.

Schering-Plough employs 25,000 people worldwide and did $1.3 billion in sales in over 100 countries last year.

Plough retired from business in 1976 as chairman of the board of Plough Inc. and Schering-Plough. He continued to work six days a week as a philanthropist after retirement.

He claimed his philosophy was to help the greatest number of people, because that is when the most good is done.

Walgreens sells Sanborn

DEERFIELD, Ill. — Walgreen Co. completed the sale of its 46.9% interest in its Mexican affiliate Sanborn Hermanos, S.A. for $30 million. Sanborns, a Mexican retailer and restaurant operator, had been a problem for Walgreens over the past two years because of the devaluation of the Mexican peso. Last year, Sanborns' contribution to equity income decreased by $4.5 million.

Walgreens will report the gains from Sanborns in its fiscal 1984 results. Funds will be used for drug store expansion, according to a Walgreens spokesman.

Eck promoted to Acme senior vp

SALT LAKE CITY — Dennis Eck, executive vp of marketing for Sav-On, has been promoted to senior vp-marketing for Acme Markets in Philadelphia.

Eck succeeds Larry Rogers, who is now president of Skaggs Alpha Beta food/drug combos. Eck's successor at Sav-On has not yet been named.

Eck is a veteran food merchandiser, starting as a butcher while in college. In 15 years with Jewel, he has worked in all four food divisions: Eisner, Buttrey, Star and Jewel. Two years ago he was transferred from vp-general manager of Jewel's Midwest division to Sav-On in southern California. His primary assignment was to design and build Sav-On's food/drug combos in the San Joaquin Valley.

Four of the combos have been opened, with six more due by the end of 1985. All are 47,500 sq. ft., except Atwater—opened in September—which is 38,000 sq. ft.

Eck has received high marks for his stewardship of Sav-On's combos. The units are regarded as well laid-out, and attractive, with a fine-tuned mix of food and nonfood.

Two appointed at Fay's Drug

LIVERPOOL, N.Y. — Fay's Drug has announced two new appointments. Al Travis has been named vp advertising and promotion. Travis comes to Fay's after serving 21 years with Allied Stores.

David Panasci, vp corporate development, will assume the duties of general merchandise manager left vacant following the departure of Kevin Kamholtz. Panasci will continue to oversee the real estate department.

Index

Classified	33
Financial	6
Merchandiser	9
Pharmacy	13
Pharmacy product update	29
Store detailing study	19

Drug Store News (ISSN 0191-7587), is published biweekly—every other Monday, monthly in December plus extra Pharmacist's Reference issue in April, by Lebhar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022. Subscription rate $15 per year; $27/two years. Single copy rate $2.00. Outside U.S.A.: Canada $16, $29/two years. Foreign subscriptions: Airmail only $100 per year.

Second-class postage paid at New York, N.Y. and additional mailing offices. Copyright © 1984 by Lebhar-Friedman Inc. All rights reserved. POSTMASTER: Please send address changes to Subscription Dept., Drug Store News, 99 Park Ave., New York, N.Y. 10157. For change of address six weeks notice to Subscription Dept., 99 Park Ave., New York, N.Y. 10157 is requested. Give old and new address and zip code. If possible, enclose address portion from cover on previous issue.

Vol. 6, No. 22 October 15, 1984

Chain drug execs unfazed by new K mart H&BA store

CHICAGO — K mart's decision to operate one of its Jupiter discount stores here in the Ashland area of the city as a deep-discount health & beauty aids store will have little impact on neighboring drug stores, according to area retailers.

K mart remerchandised its aging 7,000-sq.-ft. Jupiter store near the intersection of North Lincoln and Belmont avenues late last summer. The giant Troy, Mich.-based retailer removed much of the apparel section typically found in other Jupiter stores and replaced it with a large assortment of H&BA, cosmetics, grocery items, housewares and OTC medications. Much of the merchandise is discounted from 20% to 50%.

However, chain drug observers say the store lacks the excitement of a true deep-discount drug store. Shoppers entering the store are exposed to the traditional display of trial-size H&BA. But there is an obstructed view of the remaining area of the store because of a wall that divides the main selling floor from the front-end registers. In addition, a butcher counter to the right of the entrance of the store may cause shoppers to wonder if the store really is, in fact, a deep-discount H&BA store. A spokesman for K mart could not offer any details concerning the butcher counter.

K mart says it is calling the store Super Jupe, but there is no signage either inside or outside the store indicating the name change. The only indication of the new format is a cloth banner covering the old store exterior sign that proclaims, "The New Jupiter—20% to 50% Off—Buy Now & Save." There are, however, in-store signs promoting department discounts.

The spokesman said that K mart is advertising the store as Super Jupe in local newspaper ads.

The store's pricing does reflect a discount image. A Walgreens store across the street for instance has responded to K mart's pricing strategy by discounting some items in the store, including Max Factor cosmetics, by 25%.

While the new Jupiter is of-

Continued on page 33

Bergen Brunswig to purchase West Coast wholesaler for $79M

LOS ANGELES — Bergen Brunswig Corp. has signed a definitive agreement to buy Synergex, a leading West Coast drug and hospital supplies wholesaler, for $18 a share, or a total of $79 million.

The acquisition of Synergex, with $331 million in sales, will push the Los Angeles-based wholesaler, the nation's second largest, over $2 billion.

The buyout is expected to be completed in January 1985, subject to the approval of shareholders and the Government's antitrust division.

At that time Synergex will be merged into Bergen's drug company, one of three subsidiaries that also include Medical-Surgical and Commtron, distributor of consumer electronics.

Synergex operates two divisions: Drug Service Inc., which distributes pharmaceuticals and health & beauty aids, and Hospital Service and Supply, which handles hospitals' medical and surgical needs. Drug Service contributes $237 million to the company's sales.

Drug Service operates nine distribution centers, four in southern California, four in northern California and one in Kent, Wash., which covers Washington and Oregon. Hospital Service and Supply operates in 11 Western states through six branch offices: Seattle, Denver, Salt Lake, Phoenix, Hayward and City of Industry, Calif.

Bergen Drug Co., operating in the same geographical areas as Synergex, figures to strengthen its West Coast network—especially among hospitals. At present, Bergen is heavily weighted on the retail side, while Synergex is hospital-oriented.

Synergex's Hospital Service and Supply division does more than 90% of its volume with hospitals, while Drug Service's hospital business accounts for half of its volume.

Pathmark exec to head new drug/nonfood division

WOODBRIDGE, N.J. — Jack Futterman, a chain drug industry veteran, has been named president and ceo of Supermarkets General's newly created drug store and nonfoods division.

Futterman, 51, who has been with the company since 1973, had been senior vp for the Pathmark drug store and general merchandise operations. Pathmark, which operates supermarkets and drug stores throughout the Northeast, is Supermarkets General's principal business.

As president and ceo, Futterman will head up a much expanded operation that has resulted from the recent $79.5 million acquisition of Purity Supreme, a North Billerica, Mass.-based operator of supermarkets, drug stores and convenience outlets.

Purity, which had total sales of $750 million in fiscal 1983, runs 23 drug stores under the Pharmacity and Heartland Drug logos, as well as 28 Purity Supreme Supermarkets, 14 Heartland warehouse stores and franchised Li'l Peach convenience food stores.

Leonard Lieberman, president and ceo of Supermarkets General, who announced the formation of the new division and the appointment of Futterman, said: "Over the past several years our drug store and general merchandise operations have grown considerably. In view of this growth and the expanded opportunities afforded by our recent acquisition of Purity Supreme, we felt it timely to put into one, more sharply delineated group, these various operations."

Supermarkets General currently has 20 freestanding Pathmark drug stores and 117 pharmacies within its supermarkets. It recently opened two deep-discount drug stores, called Pathmark Super Drug, in the Baltimore area.

Futterman, a registered pharmacist, was formerly president of Whelan Drug Stores and served as a member of the board of directors of Volume Merchandise Inc.

He is a member of the board of trustees of the Arnold and Marie Schwartz College of Pharmacy in Brooklyn and of Affiliated Drug Stores.

Correction

In the Oct. 1 issue of *Drug Store News*, it was incorrectly reported that Perry Drug Stores was considering legal action against Rite Aid for the latter's acquisition of Remes Drug Stores in Grand Rapids, Mich. Perry is considering legal action, but only against Remes, with whom Perry thought it had reached agreement on an acquisition offer. Perry has no grounds for legal action against Rite Aid. *Drug Store News* regrets the error.

FINANCIAL

Rite Aid posts record first-half sales, earnings

SHIREMANSTOWN, Pa. — Rite Aid Corp.'s aggressive expansion program helped propel sales and earnings for the first half of fiscal 1985 to record levels.

The company reported that net income for the second quarter ended Sept. 1 increased 16.8% to $14.7 million from $12.6 million for the corresponding period a year ago. Earnings per share increased to 36¢ from 30¢.

Sales for the quarter rose 21% to $344.6 million from $284.8 million.

For the six months, net earnings climbed 17.6% to $28.2 million from $24 million a year earlier. Sales were up 18.8% to $669 million from $563.1 million. Earnings per share were 68¢ vs. 56¢ a year ago.

Earnings per share figures were changed to reflect a 2-for-1 stock split on Jan. 30, 1980.

Alex Grass, chairman and president, noted that the company had aggressively expanded during the second quarter in both its drug store business and specialty retailing operations.

During the quarter, Rite Aid diversified into discount book retailing with the acquisition of Encore Books, a 19-store chain based in Philadelphia. In the fiscal year ended Jan. 31, Encore had revenues of $10.2 million.

Rite Aid also began a vigorous penetration of the Michigan market in the second quarter by acquiring 24-store Muir Drug in Grand Rapids. Other acquisitions followed swiftly, including Herrlich's, Lippert Drug and Remes.

In a flurry of new-store activity, the company launched 28 new units in the second quarter. The acquisitions and new store openings brought the total number of Rite Aid outlets to 1,235 in 20 states, making the chain the third largest next to Revco and Eckerd.

Other specialty divisions include 180 Circus World toy store in 23 states.

28 Gainers
5 Unchanged
22 Losers

Top five gainers

Company	2-week % change	Closing price 9/24
Newport Pharm	+100.00	$ 2.88
Reid Prov Labs	+ 13.04	3.25
Lee Pharm	+ 9.52	2.88
Longs	+ 6.92	42.50
Adams	+ 6.77	17.75

Top five losers

Company	2-week % change	Closing price 9/24
Bolar Pharm	−17.00	$26.25
Thompson Med	−10.47	19.25
Baxter Travenol	− 9.23	14.75
Key Pharm	− 7.75	14.88
Revco	− 7.14	29.25

		STOCK PRICE							TREND TO MARKET				EARNINGS/SHARE					P/E	DIVIDENDS			FINANCIAL POSITION					
		From 09/07/84 - 09/24/84							Price Trend (% per day)		Volume Trend (% per day)			Latest 12 Months vs Preceding 12 Months Change		5-Year Annual Growth Rate	Profit Margin	Latest P/E Ratio	Indicated Dvd. rate		Last X-Dvd. Date	Last Fiscal Year		Current Ratio	Last Fiscal Year (Per Share)		Last Balance Sheet Date
					Change		52-Week						Last Fiscal Year												Long Term Debt	Common Stock Equity	
Name	Symbol	High	Low	Close	Amt	Pct	High	Low	Last 30 Days	Last 5 Days	Last 30 Days	Last 5 Days		Amt.	Pct				Amt.	Yield		Revenue	Earnings				
-	-	$	$	$	$	%	$	$	%	%	%	%	$	$	%	%	%	-	$	%	-	$ Mil	$ Mil	-	$	$	-
Chain Store transactions																											
Adams Drug	ADG	18.13	15.88	17.75	1.13	6.77	24.88	11.00	.22	.02	-2.06	-1.37	1.74	.62 F	55.3	40.0	2.4	10.2	.04	.2	09-10-84	302.1	7.1	3.2	7.78	11.40	1283
Am Stores	ASC	40.88	37.63	40.00	2.25	5.96	44.00	26.50	.27	.51	1.44	-9.35	3.61	.87 Q	30.3	54.0	1.5	10.7	.64	1.6	09-18-84	7983.7	117.9	1.5	12.39	15.26	0184
Begley Co	BGLY	15.50	15.50	15.50	.00	.00	22.00	14.50	-.04	.24	-3.82	-16.67	1.47	1.46 N	NC	-10.0	1.4	10.6	.68	4.4	07-16-84	56.8	.8	1.8	11.50	17.52	0383
Big B	BIGB	11.38	10.38	11.13	.50	4.71	14.25	8.88	-.05	1.11	1.98	-12.06	.53	.14 Q	33.3	23.0	3.0	19.9	.00	.0	09-21-83	117.0	3.5	2.3	.18	3.88	1283
Drug Sys	DRGS	4.50	4.00	4.25	.00	.00	7.50	3.25	.61	-.92	-4.45	59.09	.56	-.16 F	-22.2	NC	2.1	7.6	.00	.0	01-25-84	82.3	1.7	2.8	2.40	3.12	0383
Eckerd, Jack	ECK	26.13	24.00	25.50	1.00	4.08	29.38	20.25	.34	.79	-2.87	25.06	1.91	.31 N	16.5	6.0	3.1	11.7	1.00	3.9	09-10-84	2325.0	71.7	2.0	.30	15.17	0783
Fay's Drug	FAY	11.25	10.50	10.75	.00	.00	14.50	8.38	.15	-.49	.48	-20.94	.60	.15 Q	31.2	56.0	2.6	17.1	.20	1.9	09-24-84	312.4	8.1	1.7	1.78	3.82	0184
Genovese Drug	GDX	14.25	13.38	13.50	-.63	-4.42	20.50	11.50	-.84	-1.09	.51	1.99	.96	.25 S	32.0	70.0	2.0	13.1	.20	1.5	09-17-84	193.8	3.9	1.9	2.83	4.92	0184
Hook Drugs	HOOK	22.50	22.00	22.50	.00	.00	29.50	18.50	.11	.58	-2.67	7.29	2.01	-.07 S	-3.5	8.0	2.7	11.8	1.00	4.4	07-09-84	320.5	8.7	1.7	2.75	10.38	1283
Longs Drg Strs	LDG	43.50	39.50	42.50	2.75	6.92	49.75	34.00	.24	.10	1.56	-10.30	3.43	.45 Q	14.8	11.0	3.0	12.2	1.28	3.0	08-28-84	1214.4	36.4	1.9	.00	22.23	0184
Pay N Save	PAYN	23.25	22.50	23.13	.25	1.09	28.75	14.38	1.63	.26	2.52	26.45	2.02	-.23 S	-13.2	.0	2.5	15.4	.60	2.6	08-20-84	1220.5	30.1	2.0	9.01	14.37	0184
Pay Less NW	PAY	23.50	21.38	21.50	-.63	-2.82	23.50	14.00	.23	-.39	.44	-4.45	1.35	.30 Q	27.0	4.0	2.9	15.2	.34	1.6	09-17-84	852.9	24.7	1.8	4.62	7.19	0184
Perry Drug	PDS	18.38	16.88	17.63	.63	3.68	22.38	12.38	.46	-.58	-2.39	20.63	1.02	.45 N	52.9	12.0	1.6	13.6	.24	1.4	08-21-84	285.5	4.5	2.2	2.78	9.75	1083
Revco Drug	RDS	31.50	27.88	29.25	-2.25	-7.14	37.50	24.00	.24	-.87	-.27	1.01	2.54	.63 F	32.9	26.0	4.2	11.5	.80	2.7	08-20-84	2227.5	93.4	2.1	1.08	12.22	0584
Rite Aid Corp	RAD	26.50	23.50	24.38	.75	3.17	26.50	17.50	.17	-1.13	-2.88	-34.02	1.47	.29 Q	23.5	30.0	5.1	16.0	.41	1.7	07-13-84	1223.3	62.2	2.3	49	7.68	0284
Thrifty Cp	TFD	20.00	17.13	18.25	.88	5.04	20.50	11.50	.20	-1.10	7.20	-62.83	1.13	.27 N	25.7	19.0	1.9	13.8	.52	2.8	08-06-84	1187.8	22.5	1.5	5.39	6.83	0883
Walgreen Co	WAG	40.88	38.00	38.00	-1.13	-2.88	42.00	28.63	-.04	-.84	-.49	29.08	2.27	.58 N	27.8	33.0	3.0	14.3	.72	1.9	08-13-84	2360.6	69.8	1.6	1.76	11.47	0883
Wholesaler's transactions																											
Bergen Bruns	BBCA	23.13	21.13	21.63	-1.25	-5.46	31.88	19.00	-.25	1.06	-.05	3.53	1.60	.28 N	17.9	37.0	1.4	11.8	.32	1.5	07-26-84	1452.0	20.0	1.6	1.22	9.99	0883
Durr Fillauer	DUFM	14.75	13.75	13.75	-.25	-1.79	17.25	10.25	.06	-.97	-1.78	1.83	.80	.09 S	12.0	21.0	1.9	16.4	.16	1.2	08-20-84	263.2	5.0	2.3	2.03	6.80	1283
McKesson Cp	MCK	38.63	37.00	38.13	1.13	3.04	44.25	32.38	.13	.25	-1.92	-.95	3.25	-.07 Q	-2.1	.0	1.5	11.9	2.40	6.3	08-28-84	4260.0	63.0	1.4	10.45	30.25	0384
Foxmeyer Cp	FOXM	25.25	23.25	23.25	-1.75	-7.00	26.75	20.00	-.04	-1.29	3.79	-29.49	1.27	.33 F	35.1	51.0	1.1	18.3	.00	.0	00-00-00	464.2	5.2	2.0	3.95	11.86	0384
Ketchum	KCH	15.41	13.22	14.75	.91	6.55	20.19	10.09	.01	-.34	3.12	1.00	.77	-.09 F	-10.4	53.0	.3	19.2	.00	.0	09-26-83	245.1	.8	1.5	5.65	5.46	0483
Owens & Minor	OBOD	14.50	14.00	14.00	.00	.00	18.00	11.25	-.25	-.78	-12.52	-64.58	1.41	.17 S	14.5	10.0	1.2	10.4	.36	2.6	06-06-84	255.2	3.0	2.8	5.07	11.69	1283
Spectro Indus	SPO	25.00	22.63	23.50	.75	3.30	25.00	15.50	.00	-.43	.32	23.31	1.78	.49 Q	35.0	54.0	1.8	12.4	.14	.6	09-24-84	395.4	7.2	1.7	2.86	7.24	0383
Manufacturer's transactions																											
Abbott Labs	ABT	47.75	42.75	43.25	-2.25	-4.95	53.38	38.25	-.16	-1.23	2.06	-15.20	2.86	.51 S	19.6	26.0	11.9	14.0	1.20	2.8	10-09-84	2927.9	347.6	1.9	4.00	11.71	1283
Am Home Prod	AHP	51.75	48.75	49.25	-1.63	-3.19	55.75	48.13	-.14	-.97	-1.35	6.00	4.00	.44 Q	12.0	16.0	12.9	12.0	2.64	5.4	08-07-84	4856.5	627.2	3.0	.00	13.14	1283
Baxter Travenol	BAX	16.38	14.50	14.75	-1.50	-9.23	30.38	13.25	-.46	-.67	2.76	-8.86	1.45	-.01 S	-.7	22.0	11.8	11.0	.33	2.2	08-31-84	1842.5	218.1	1.7	1.60	8.17	1283
Block Drugs Co	BLOCA	27.00	26.50	27.00	.50	1.89	28.25	25.00	.02	.26	9.57	-.48	3.28	.33 F	11.1	16.0	10.0	8.2	1.00	3.7	08-28-84	238.2	23.9	2.5	2.35	17.84	0383
Bolar Pharm	BLR	31.50	24.00	26.25	-5.38	-17.00	32.00	17.50	-.38	-1.60	-1.77	11.07	1.15	.13 S	13.0	46.0	19.2	23.2	.05	.2	02-10-84	25.5	4.9	4.9	.00	4.76	1283
Bristol-Myers	BMY	49.38	46.13	46.38	-1.00	-2.11	50.38	40.75	-.13	-.59	-.65	10.88	3.00	.47 S	16.9	19.0	10.4	14.3	1.60	3.5	10-01-84	3917.0	408.0	2.4	.71	13.99	1283
Carter-Wallace	CAR	25.38	23.13	24.25	1.00	4.30	26.38	19.38	-.17	-.53	1.02	33.56	2.37	1.91 Q	329.3	31.0	5.7	9.7	.48	2.0	07-26-84	323.1	18.4	2.4	1.69	21.87	0384
Cooper Labs	COO	22.00	20.75	20.75	-.50	-2.35	27.00	10.38	-.07	-.76	-1.57	7.03	NA	NA	NA	NA	NA	NA	.12	.6	03-12-84	NA	NA	NA	NA	NA	NA
Forest Labs	FRX	15.63	12.25	14.38	1.63	12.75	36.00	11.25	.08	-.68	1.85	-22.37	.54	.08 Q	16.6	56.0	14.8	25.7	.00	.0	01-14-83	19.6	2.9	8.3	.28	5.42	0384
ICN Pharm	ICN	9.00	8.25	8.63	.13	1.47	9.38	4.88	.54	.11	1.14	-17.26	.22	-.09 S	-32.1	42.0	5.1	45.4	.00	.0	00-00-00	37.0	1.9	4.3	.20	4.34	1183
Key Pharm	KPH	16.25	14.63	14.88	-1.25	-7.75	21.00	10.63	-.17	-.50	-.54	14.83	.51	.20 S	50.0	78.0	14.8	24.8	.16	1.1	09-10-84	127.3	18.8	2.1	1.16	1.67	1283
Lilly Eli Co	LLY	57.63	55.75	55.88	-1.13	-1.97	68.38	53.00	-.14	-.01	.39	-5.30	6.13	.96 S	17.2	12.0	15.1	8.6	2.90	5.2	08-09-84	3033.7	457.4	1.9	1.23	28.86	1283
Lee Pharm	LPH	3.13	2.75	2.88	.25	9.52	3.75	2.00	-.18	-.64	3.15	11.39	-.49	.23 N	NE	-92.0	-14.3	NE	.00	.0	00-00-00	7.0	-1.0	2.6	.41	1.53	0983
Marion Labs	MKC	40.25	36.75	38.00	1.00	2.70	48.00	27.25	-.35	-.22	-2.54	-33.69	1.24	.46 F	58.9	55.0	10.6	30.6	.40	1.1	09-12-84	226.4	24.1	2.5	.05	5.93	0683
Merck & Co	MRK	86.50	82.00	83.25	-.25	-.30	104.63	78.25	-.17	-.47	-1.27	-8.21	6.10	.53 S	9.0	7.0	13.9	13.1	3.00	3.6	08-31-84	3246.1	450.9	1.7	5.21	32.92	1283
Morton Thiokol	MTI	83.88	80.00	83.75	2.50	3.08	84.50	60.00	.00	.85	2.74	-15.02	6.50	1.35 F	26.2	23.0	5.5	12.9	1.76	2.1	08-27-84	2001.5	109.8	1.4	8.90	32.79	0683
Mylan Labs	MYLN	25.75	20.75	25.38	-1.25	-4.69	35.13	7.41	-1.13	2.47	-1.10	8.74	.40	.24 Q	77.4	98.0	12.7	46.1	.03	.1	08-01-84	36.9	4.7	5.4	.21	1.52	0384
Newport Pharm	NWPH	7.00	3.25	7.00	3.50	100.00	9.63	2.75	.81	13.27	10.49	51.40	-.21	-.18 F	NE	9.0	-23.5	NE	.00	.0	00-00-00	8.5	-2.0	3.7	.24	1.12	0483
Pfizer Inc	PFE	37.38	35.38	35.63	-.38	-1.04	44.50	29.38	-.04	-.38	-.12	-10.50	2.73	.53 S	22.4	18.0	11.9	12.3	1.32	3.7	07-26-84	3750.0	447.1	2.1	3.03	13.67	1283
Reid Prov Labs	REID	3.25	2.88	3.25	.38	13.04	4.75	2.75	-.28	2.24	2.96	5.49	.12	.02 F	20.0	107.0	6.7	27.1	.05	1.5	12-09-83	13.4	.9	3.1	.03	.80	0683
Robins, AH	RAH	18.38	15.13	17.88	.88	5.15	29.38	12.00	.64	4.74	5.05	11.13	2.40	-.29 S	-12.7	15.0	10.3	9.0	.76	4.3	08-20-84	563.5	58.2	3.2	1.36	14.69	1283
Rorer Group	ROR	34.13	32.25	33.25	.88	2.70	34.25	25.25	.16	.07	.06	-6.61	2.02	.28 S	15.3	10.0	8.9	15.8	1.08	3.2	08-06-84	475.3	42.4	2.0	2.18	10.43	1283
Scherer RP Co	SCHC	9.75	8.88	9.13	-.50	-5.19	19.50	8.88	-.41	-.14	-1.78	15.24	.52	-.52 F	-50.0	-1.0	2.3	17.5	.32	3.5	09-12-84	171.7	4.0	1.9	4.83	11.14	0384
Searle, GD	SRL	52.13	48.75	50.75	1.50	3.05	54.75	37.50	.18	.70	-.19	3.50	2.39	.77 S	35.3	15.0	12.6	17.2	.52	1.0	08-07-84	946.0	119.0	2.4	3.62	14.85	1283
Squibb Corp	SQB	47.75	45.38	46.75	.88	1.91	55.63	37.50	-.20	.39	-3.19	-6.62	3.31	.38 S	12.2	11.0	9.8	13.5	1.44	3.1	08-13-84	1768.9	173.3	2.4	3.86	23.24	1283
Sterling Drug	STY	26.75	24.88	26.25	1.13	4.48	29.63	23.50	-.03	.49	2.66	12.74	2.24	.15 S	6.9	7.0	7.2	11.4	1.16	4.4	08-09-84	1901.2	136.8	2.7	1.44	14.96	1283
Syntex Corp	SYN	49.88	44.25	46.88	2.38	5.34	61.50	37.75	.07	.68	3.21	-1.98	4.30	.25 N	6.0	32.0	17.2	10.7	1.60	3.4	08-13-84	870.2	149.3	2.2	3.37	18.11	0783
Thompson Med	TM	22.75	19.25	19.25	-2.25	-10.47	26.50	12.75	-.51	-1.61	1.34	35.67	1.65	.78 S	55.7	70.0	11.0	8.8	.40	2.1	09-11-84	149.4	16.5	3.2	.00	5.85	1183
Upjohn Co	UPJ	55.25	52.25	52.75	-.75	-1.40	72.25	45.00	-.05	-.62	.77	11.67	5.28	1.59 S	35.8	3.0	8.1	8.8	2.56	4.9	07-02-84	1986.1	160.2	2.2	18.02	34.74	1283
Warner-Lambrt	WLA	34.75	31.50	31.75	-.13	-.39	36.75	27.75	-.15	-.51	-1.67	-37.69	2.51	.51 S	23.3	1.0	6.5	11.8	1.48	4.7	08-06-84	3108.3	200.5	1.9	7.53	17.75	1283
Zenith Labs	ZENI	18.50	16.50	17.50	1.00	6.06	18.50	12.00	.00	-.74	-2.14	-21.82	.73	-.43 S	-45.2	56.0	7.8	33.7	.00	.0	00-00-00	32.1	2.5	4.6	1.12	5.12	1283

All data is based on sources believed to be reliable, but its accuracy is not guaranteed. Every effort will be made to correct errors, when discovered, in future issues.

Footnotes:

NA - Not Applicable
NC - Not Calculable
NE - Negative Earnings
NM - No Meaningful Figure
Q - First Quarter
S - First 6 Months
N - First 9 Months
F - Fiscal Year

Data and Table Prepared by Media General Financial Services, Inc., Richmond, Virginia 23219